

DHS.gov - <http://www.dhs.gov>
DHS.gov [DEFAULT]

DHS.gov Web Performance Metrics

Mar 1, 2013 - Mar 31, 2013

Total Visits

1,187,887

% of Total: 100.00% (1,187,887)



Avg. Visit Duration

00:02:10

Site Avg: 00:02:10 (0.00%)



Pageviews

2,972,769

% of Total: 100.00% (2,972,769)



Unique Visitors

950,446

% of Total: 100.00% (950,446)



Avg. Pages / Visit

2.50

Site Avg: 2.50 (0.00%)



Avg. Time on Page

00:01:26

Site Avg: 00:01:26 (0.00%)



Bounce Rate

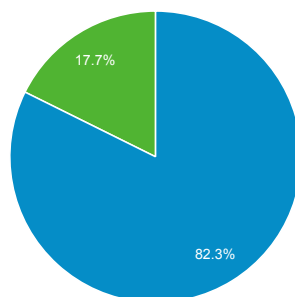
54.78%

Site Avg: 54.78% (0.00%)



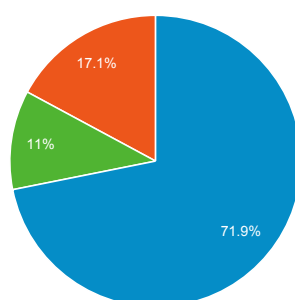
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Homeland Security	449,488	48.48%
How Do I? Homeland Security	82,224	35.60%
Careers Homeland Security	80,979	11.07%
Topics Homeland Security	50,444	39.71%
Contact Us Homeland Security	48,919	26.63%

Visits by Social Network

Social Network	Visits
Facebook	7,589
Twitter	1,953
Yahoo! Answers	986
TripAdvisor	672
LinkedIn	546
Blogger	534
WordPress	204
Before It's News	160
TypePad	154
reddit	98

Visits and Bounce Rate by Source / Medium

Source / Medium	Visits	Bounce Rate
google / organic	451,829	49.43%
(direct) / (none)	334,136	62.84%
dhs.gov / referral	80,569	58.99%
bing / organic	40,785	37.25%
dhsconnect.dhs.gov / referral	27,206	48.78%
yahoo / organic	24,633	37.79%
cbpnet.cbp.dhs.gov / referral	13,858	81.74%
links.govdelivery.com / referral	9,600	38.04%
uscis.gov / referral	9,191	52.59%
tsa.gov / referral	6,019	53.78%